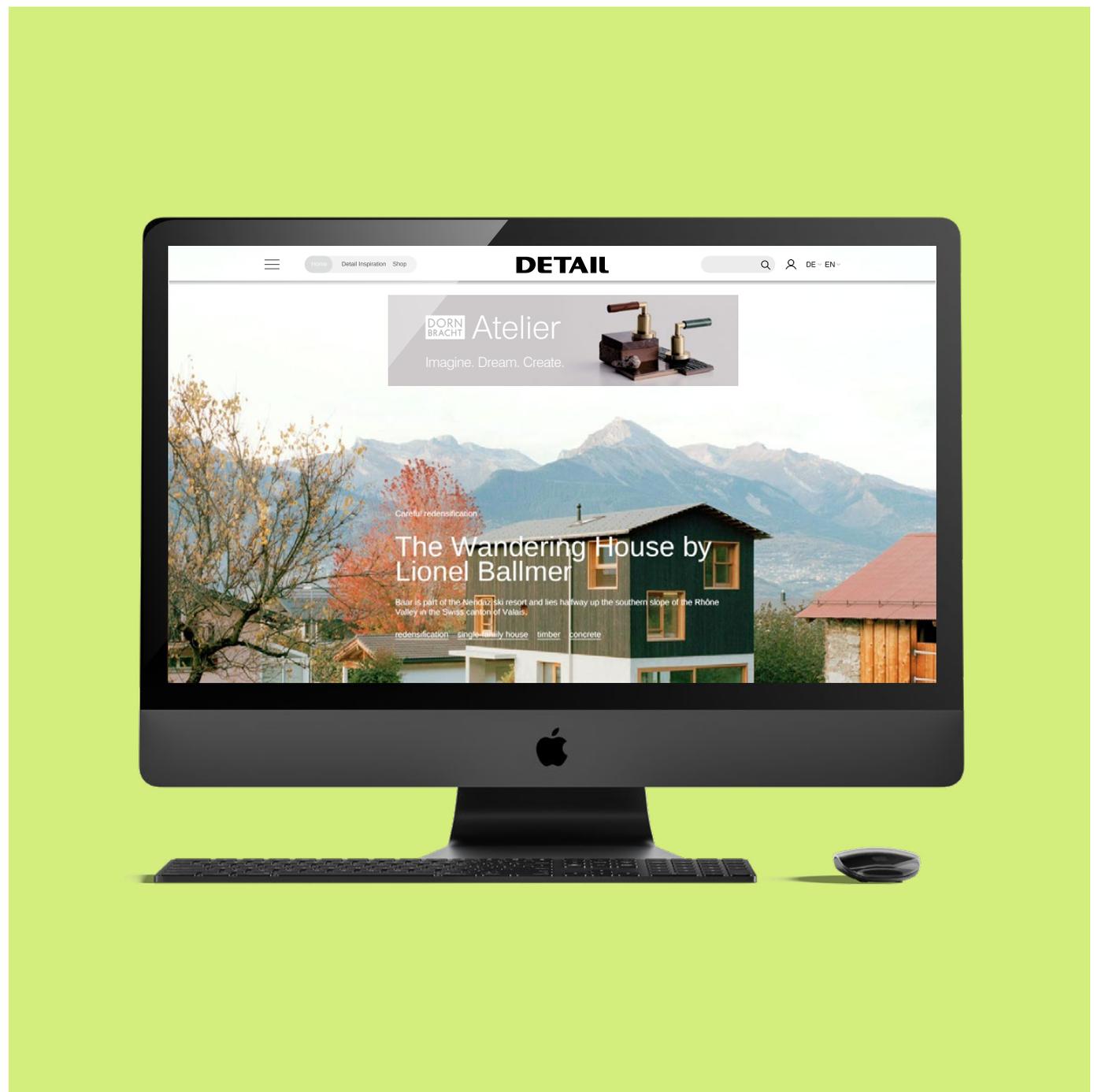




MEDIA 20
KIT 26

DIGITAL
SOCIAL MEDIA

Valid from 1 January 2026





DETAIL 360° SPECIALISED COMMUNICATION



Portfolio and Media Reach German-speaking and international

 >55,000 readers/issue¹
10 issues/year
3.3 M reader minutes/issue¹
16,375 copies (IVW) print run¹

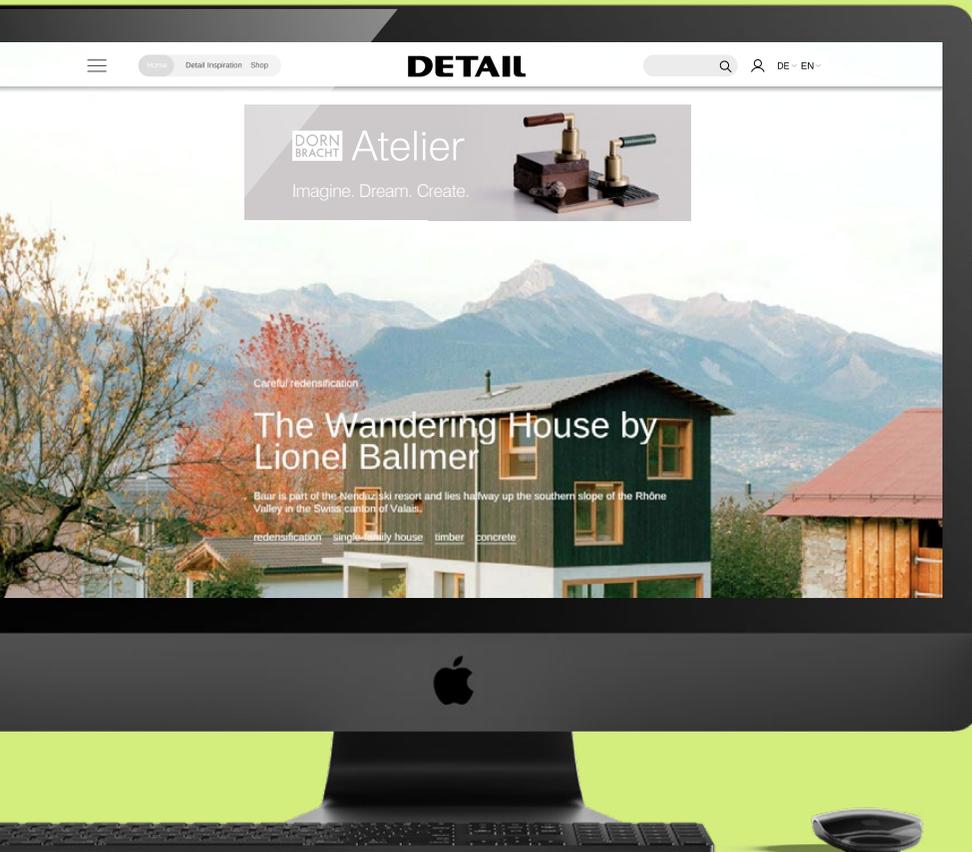
 Ø 3.44 M PI /month²
Ø 736,000 visits/month²

Newsletter subscribers
~26,750 daily³
~28,150 weekly³
~28,900 EN³

 ~541,136 followers⁴
Ø 38.7 M reach⁴

 Professional congresses/conferences
Client events
Architecture competitions
Award ceremonies

 ~246,000 potential users⁵
Ø 218,500 sessions/month⁵



DIGITAL

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PROFILE DETAIL.DE/EN

detail.de/en – Your digital platform for architectural communication

detail.de/en is the leading bilingual architecture platform for your digital brand and product communication: up-to-date, inspiring and SEO-optimised.

detail.de/en combines reach, relevance and credibility – make your brand visible online where architects seek inspiration.

Ø 3.44 M¹ page impressions/month

Ø 736,000¹ visits/month

detail.de/en combines modern web design with generous, architecturally appealing imagery and eye-catching display formats. We offer an ideal environment for your messages – with a wide reach and a steadily growing specialist target group.

Our online platform delivers daily architectural articles, the latest news, in-depth features, industry and event trends, inspiring reference projects, videos, podcasts, product innovations, and updates on professional events.

The sections 'Climate & Resources', 'Interiors & Design', and 'Products & References' provide an ideal environment for topicspecific ad placements. In the 'Collaborations' category, we work with you to develop customised, crossmedia formats and individual special advertising solutions – for maximum visibility and precise targeting of your audience.

Our English-language platform presents selected content from the German-language offering – ideal for internationally oriented advertising messages.





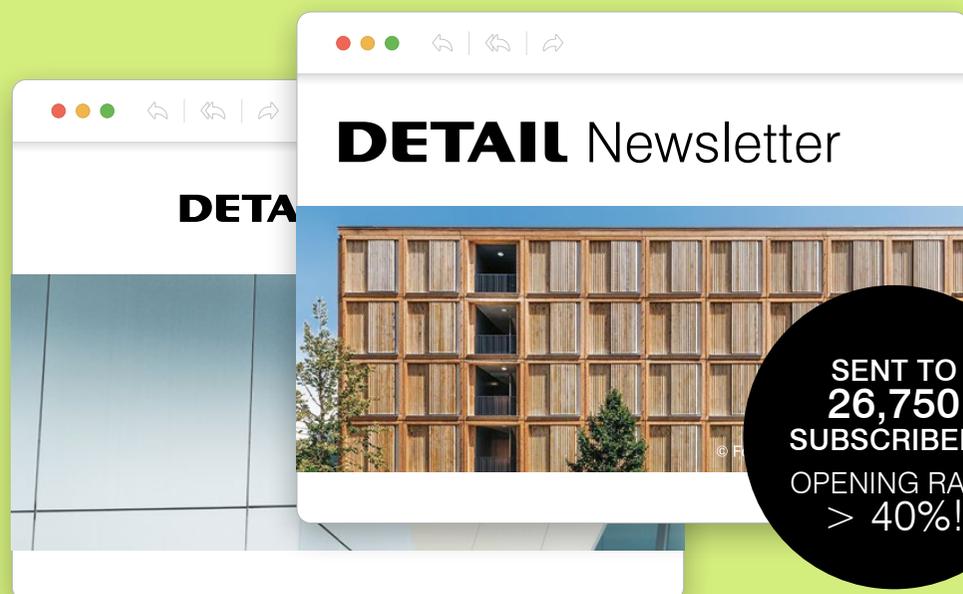
NEWSLETTER TOPICS 2026

DETAIL Newsletter – the direct link to your target audience

The editorial DETAIL newsletter is published in German and English and provides architects, planners and designers with relevant news from the world of architecture and design.

Germany (DACH Region ¹): 4 × per week (Monday to Thursday)
International: 1 × per week (Thursday, English-language with international reach)

Magazine newsletter: In-depth coverage of editorial topics and products featured in the print edition. Special newsletters: Exclusive editions on trade fairs and key topics attracting particular attention.



**SENT TO
26,750
SUBSCRIBERS
OPENING RATE
> 40%!**

Date	Editorial Focus	Products
15.01. 29.01. 12.02.	DETAIL 1/2: Simply well built	Building envelope & Roofs Interior Finishes, Interiors System & Modular Construction
22.01.	Interiors / Interiors Finishes	
03.02.	Building Envelope / Roof	
10.02.	Interiors Finishes / Interiors	
17.02.	Trade Fair Newsletter DACH + HOLZ	
19.02.	Interiors / Interiors Finishes	
24.02.	System / Modular Construction	
25.02.	Trade Fair Newsletter Light + Building	
02.03. 09.03. 23.03.	DETAIL 3: Natural building materials Wood, earth, straw	Building Envelopes & Roofs SPECIAL Light + Building Digital Planning & Construction Processes
03.03.	Trade Fair Newsletter SHK	
11.03.	Building Envelope / Roof	
16.03.	Trade Fair Newsletter digitalBAU	
17.03.	Trade Fair Newsletter Fensterbau Frontale	
19.03.	Interiors / Interiors Finishes	
01.04. 08.04. 15.04.	DETAIL 4: Typology: Healthcare buildings/ healing architecture	Interior Finishes, Interiors Heating, Cooling, Ventilation
09.04.	Trade Fair Newsletter IFH/Intherm / Heating / Cooling / Ventilation	
16.04.	Trade Fair Newsletter Salone del Mobile / Interiors & Design	
21.04.	Interiors Finishes / Interiors	
04.05. 11.05. 18.05.	DETAIL 5: Climate-Adaptive Building Envelopes	Building Envelopes & Roofs System & Modular Construction Exteriors & Landscaping
05.05.	Building Envelope / Roof	
19.05.	System / Modular Construction	
21.05.	Interiors / Interiors Finishes	
26.05.	Exteriors & Landscaping	



NEWSLETTER TOPICS 2026

Date	Editorial Focus	Products
02.06. 09.06. 16.06	DETAIL 6: Anniversary issue 65 years of DETAIL	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes
10.06.	Digital Planning & Construction Processes	
18.06.	Interiors / Interiors Finishes	
23.06.	Building Envelope / Roof	
30.06.	Interiors Finishes / Interiors	
15.07. 29.07. 12.08.	DETAIL 7/8: Solid construction: Masonry and concrete	Building Envelopes & Roofs Interior Finishes, Interiors
21.07.	Building Envelope / Roof	
23.07.	Interiors / Interiors Finishes	
24.07.	Exteriors & Landscaping	
04.08.	Interiors Finishes / Interiors	
20.08.	Interiors / Interiors Finishes	
01.09. 08.09. 15.09.	DETAIL 9: Prefabrication and modular construction	System & Modular Construction Exteriors & Landscaping
10.09.	Trade Fair Newsletter Cersaie	
17.09.	Interiors / Interiors Finishes	
22.09.	Exteriors & Landscaping	
29.09.	Trade Fair Newsletter interbad	
01.10. 08.10. 15.10.	DETAIL 10: Typology: Cultural buildings	Building Envelopes & Roofs Interior Finishes, Interiors Heating, Cooling, Ventilation
06.10.	Interiors Finishes / Interiors	
13.10.	Trade Fair Newsletter glasstec	

Date	Editorial Focus	Products
20.10.	Building Envelope / Roof	
22.10.	Trade Fair Newsletter Orgatec	
28.10.	Heating / Cooling / Ventilation	
02.11. 09.11. 16.11.	DETAIL 11: Adaptive Reuse	Building Envelopes & Roofs Interior Finishes, Interiors Digital Planning & Construction Processes
04.11	Building Envelope / Roof	
11.11.	Digital Planning & Construction Processes	
19.11.	Interiors / Interiors Finishes	
24.11.	Interiors Finishes / Interiors	
01.12. 08.12. 15.12.	DETAIL 12: Facades	Facades & Windows Interior Finishes, Interiors System & Modular Construction
02.12.	System / Modular Construction	
09.12.	Interiors Finishes / Interiors	
10.12.	Interiors / Interiors Finishes	
14.12.	Building Envelope / Roof	
04.01.27 12.01.27 18.01.27	DETAIL 1/2.2027: Circular Construction	Trade fair edition BAU 2027
05.01.27	Trade Fair Newsletter BAU	
07.01.27	Trade Fair Newsletter BAU	
11.01.27	Trade Fair Newsletter BAU	
19.01.27	Building Envelope / Roof	
21.01.27	Interiors / Interiors Finishes	



NEWSLETTER AD FORMATS

Take advantage of the wide reach of the DETAIL newsletter to get your message across directly and regularly to a highly relevant specialist target group. The DETAIL newsletter is the daily go-to resource for architects and planners.

Germany (DACH Region): 4 × per week (Monday to Thursday)
International: 1 × per week (Thursday, English-language with international reach)

With an image/text ad, you place your advertising message in DETAIL's high-quality editorial environment – reaching your target group with precision: architects and planners.

Benefit from:

- High credibility through integration into editorially sophisticated content
- Targeted communication through thematic alignment with magazine focuses, trade fairs, or key topics
- Traffic on your website

Leverage this ideal environment to firmly establish your brand with your target audience.

	Ad format	Specifications	CPM subscribers
1	Image ad in the DE/EN newsletter	1st + 2nd placement	105 €
2	Image ad in the DE/EN newsletter	3rd placement	95 €
3	Banner / Event promotion	Banner 1,200 × variable size up to max. 240 px (W×H)	1,120 €

4 × per week **German DE Newsletter Distribution**
 – Monday | Wednesday | Thursday to over 26,750 subscribers¹
 – Tuesday to over 28,200 subscribers¹

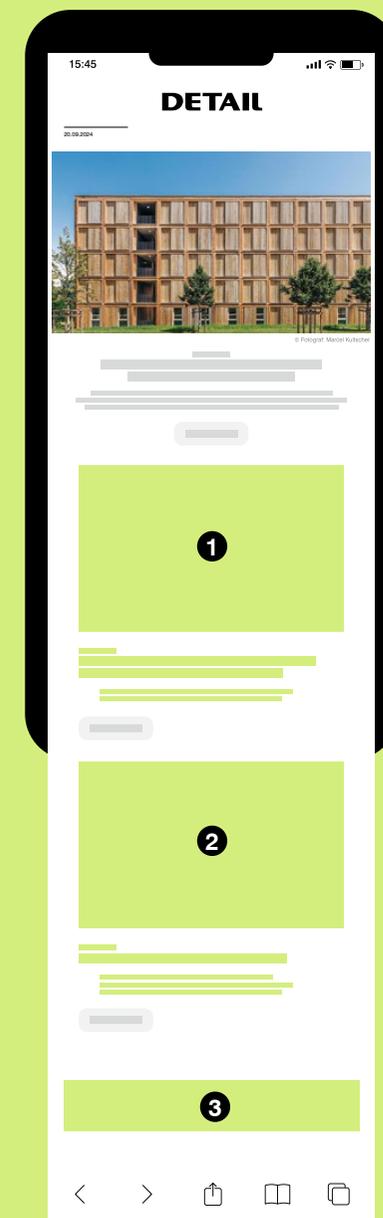
1 × per week **International EN Newsletter Distribution**
 – Thursday to over 28,900 subscribers¹

Newsletter Booking
 Please submit order and materials at least 7 business days before the publication date.

Requirements:
 – 1 image 1920 × 1280 px (W × H)
 – 320 characters of text (incl. spaces)
 – 40-character headline (incl. spaces) and link

You will receive a detailed report 2 weeks after distribution.

TOP
OPENING
RATES!
>40%¹



Schematic of a mobile newsletter view



EVENT PROMOTION

Newsletter + detail.de/en

Your event in focus

With the DETAIL newsletter, you can reach architects and planners directly – and ensure maximum attention for your event. In combination with an event announcement, you can achieve a wide reach and targeted promotion for your presentation.

Event Promotion BASIC

Fixed Price

790 €¹

Event promotion in newsletter only ²

Newsletter content requirements:

- Title: max. 50 characters incl. spaces
- Time (start–end), location, and address
- Link to client website

You will receive a detailed report
2 weeks after distribution.

Event Promotion PLUS

Package Price

1,290 €¹

Event promotion in newsletter ²

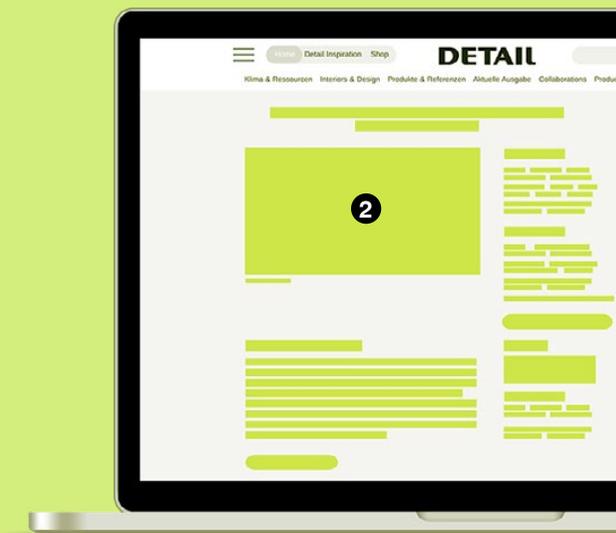
Includes event listing under 'Events' on detail.de/en

Newsletter content requirements:

- Teaser text: max. 50 characters incl. spaces
- Time (start–end), location, and address
- Link to event listing on detail.de/en under 'Events'

Event listing content requirements:

- Header image (1,920 × 1,280 px)
- Image credit
- Date
- Time (start–end)
- Event location with address
- Event link
- Event description (approx. 800 characters incl. spaces)
- Organiser logo
- Organiser name/address
- Organiser contact details
- Link to organiser's homepage
- Links to organiser's social media channels



1 Event promotion in newsletter

2 Event listing on detail.de/en

¹ Special ad format: not eligible for discount, but eligible for agency commission.

² Information on newsletter placement on page 7.

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agnb.



STANDALONE NEWSLETTER

Standalone Newsletter – exclusive focus on your message

With a standalone newsletter, you can present your content exclusively and exactly when you want. DETAIL takes care of the design for you and acts as the sender – for maximum credibility and reach.

- Presentation of reference objects, new products or events
- Exclusive information delivered directly to your target group's inbox
- Editorial review, editing and target group-oriented preparation of your content
- Personal consultation with our editorial team on topic and image selection

We ensure that your message is presented professionally and that your target audience is addressed in the ideal way.

German and/or English Version

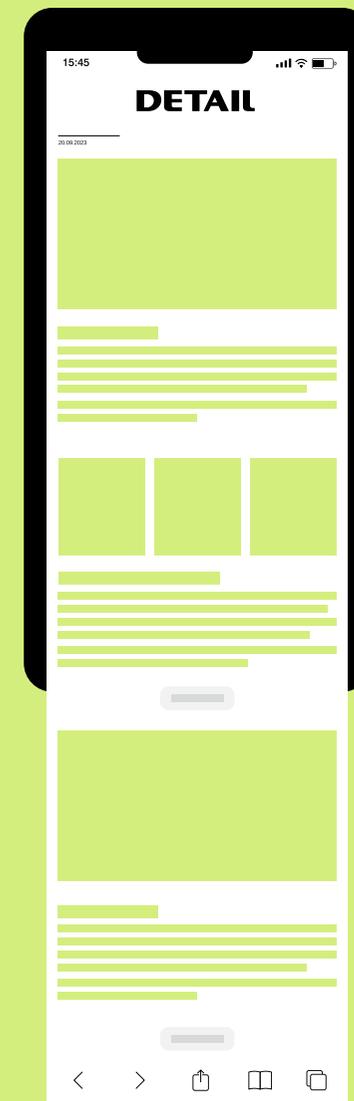
- Sent on your preferred date
- Partial targeting available, e.g., with geotargeting
- Minimum reach: 10,000 subscribers

Base Price for DETAIL Standalone Newsletter

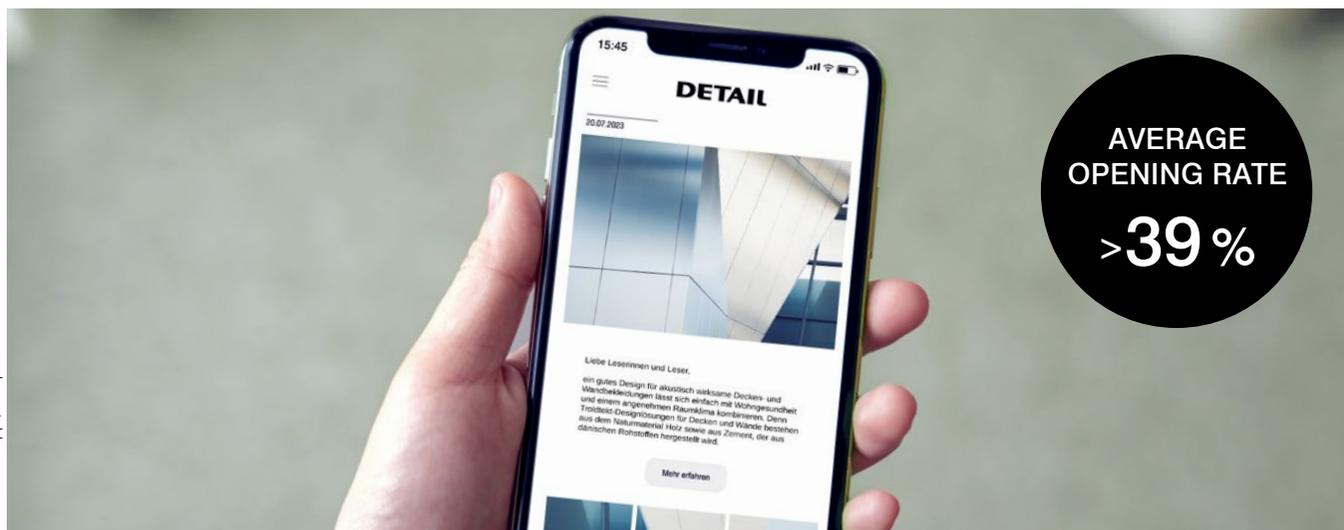
10,000 subscribers: **4,200 €**

> 10,000 subscribers: **4,200 €**
+ CPM for each additional
1,000 subscribers: **285 €**

You will receive a detailed report
2 weeks after distribution.



Schematic of a mobile newsletter view



AVERAGE
OPENING RATE
>39 %



ONLINE ADVERTORIAL BASIC

Your permanent presence on detail.de/en

With an online advertorial, you can secure longterm visibility on detail.de/en – in the high-quality editorial environment of DETAIL. This allows you to present your product, reference or service in depth and without restrictions from ad blockers.

Your content will be reviewed, edited and optimally prepared by our editorial team. This enables us to guarantee a high-quality, target group-specific presentation that is distributed across various channels with a wide reach.

Reach:

– Publication on detail.de/en (permanent presence)
> 3.44 M page impressions/month²
> 736,000 visits/month²

– Publication as an image/text ad in the newsletter
DE > 26,750 subscribers³
EN > 28,900 subscribers³

– 1 x Social media post⁴    
> 541,000 followers

– Detailed report delivered 4 weeks after publication

Optional:

Integration into the company portrait section (p. 12)



Discover our advertorials here:
detail.de/de_en/Advertorials

Our Service Package

- **Comprehensive online listing**
(single language DE or EN) consisting of a large teaser image, 4 gallery images and a text length of up to 3,000 characters including spaces
- **Permanent online advertorial on detail.de/en**
Advertorial stays accessible on detail.de, both in its section and via global search. Your content is reviewed, edited, and refined by our editorial team.
- **Custom link to your target URL**
Option to add a tracking code for performance tracking
- **Image/text ad in the DETAIL newsletter**
Featured in the DETAIL newsletter with a direct link to the online advertorial

Homepage placement

Prime homepage placement with an image and teaser text on publication day, also appearing in the relevant section.

Contact form for lead generation

– 1 x Social media post

A professionally crafted post is shared with our followers, linking to your content after publication on our website.

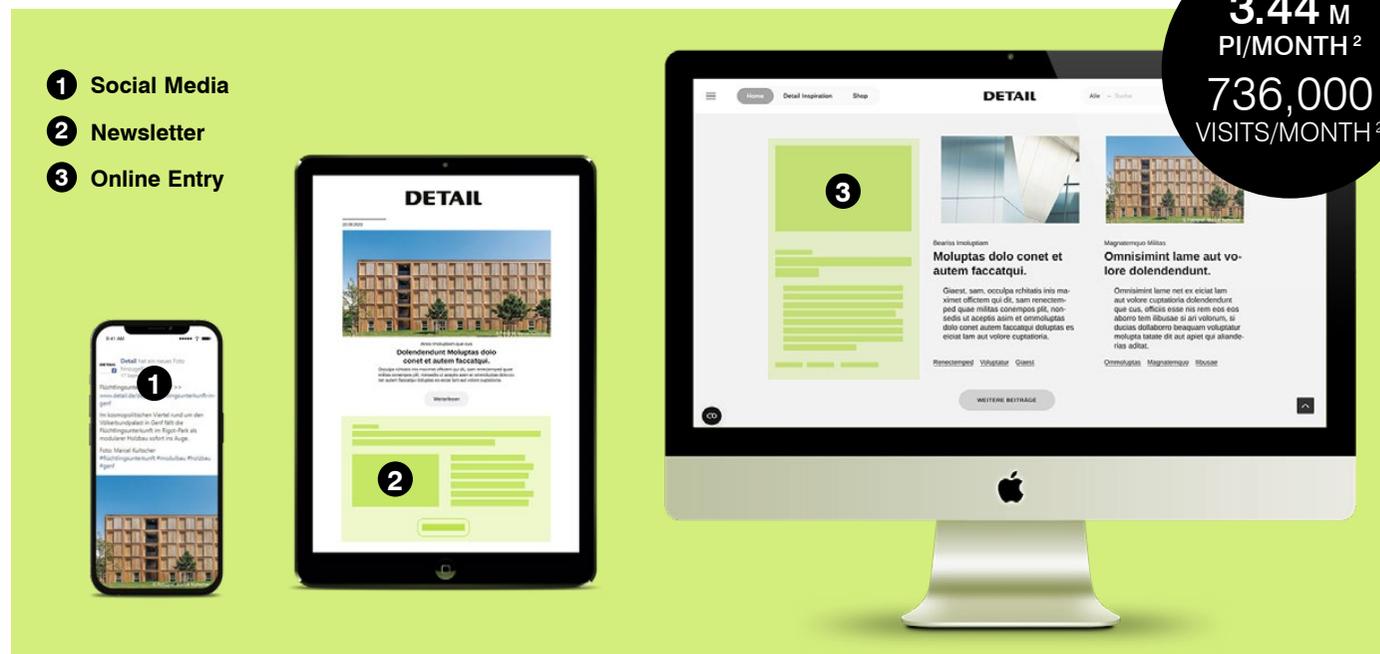
– 1 x Advertorial refresh on homepage (after 4–6 weeks)

You will receive a detailed report 4 weeks after publication.

Package Price

4,150 €¹

3.44 M
PI/MONTH²
736,000
VISITS/MONTH²



¹ Special ad format: not eligible for discount, but eligible for agency commission.

² IVW-Online: 08.2024–07.2025 | ³ Mailchimp: 07.2024–07.2025 | ⁴ Social Media 31.12.2025

⁵ You provide the basic texts and images, and the DETAIL editorial team will revise them to resonate with your target audience. The ad will be marked as such. All listed prices are subject to VAT and include two rounds of revisions. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



ONLINE ADVERTORIAL PLUS

The wide-reaching content package

Expand your content strategy and reach a wide audience of architects, specialist planners and civil engineers. With the Online Advertorial PLUS, you can ensure maximum visibility, measurable reach and sustained attention.

Your advantages:

Reach: Your content will be displayed multiple times and in a targeted approach across multiple touchpoints. **Increased visibility:** Present your products, services, and references in the high-quality editorial environment of DETAIL. **Crossmedia:** Benefit from additional exposure via newsletters and social media channels. **Price advantage:** All services bundled into one attractive package.

Reach:

- 3 x Publication on detail.de/en (permanent presence)
 - > 3.44 M page impressions/month²
 - > 736,000 visits/month²
- 3 x Publication as an image/text ad in the newsletter
 - DE > 26,750 subscribers³
 - EN > 28,900 subscribers³
- 3 x Social media post    
 - > 541,000 followers⁴
- 3 x Detailed report delivered 4 weeks after publication
- **Optional:**
 - Integration into the company portrait section (p. 12)

Online Advertorial Plus Package: What's Included

- Up to 3 advertorials on detail.de (permanent presence)²
- 3 x Homepage placement on publication day
- 3 x Newsletter promotion of advertorials
- 3 x Social media post    
- 3 x Homepage refresh of advertorials
- 3 x Detailed report, each 4 weeks after publication

Package Price

9,960 €¹ instead of: 12,450€

Combi Package: _____

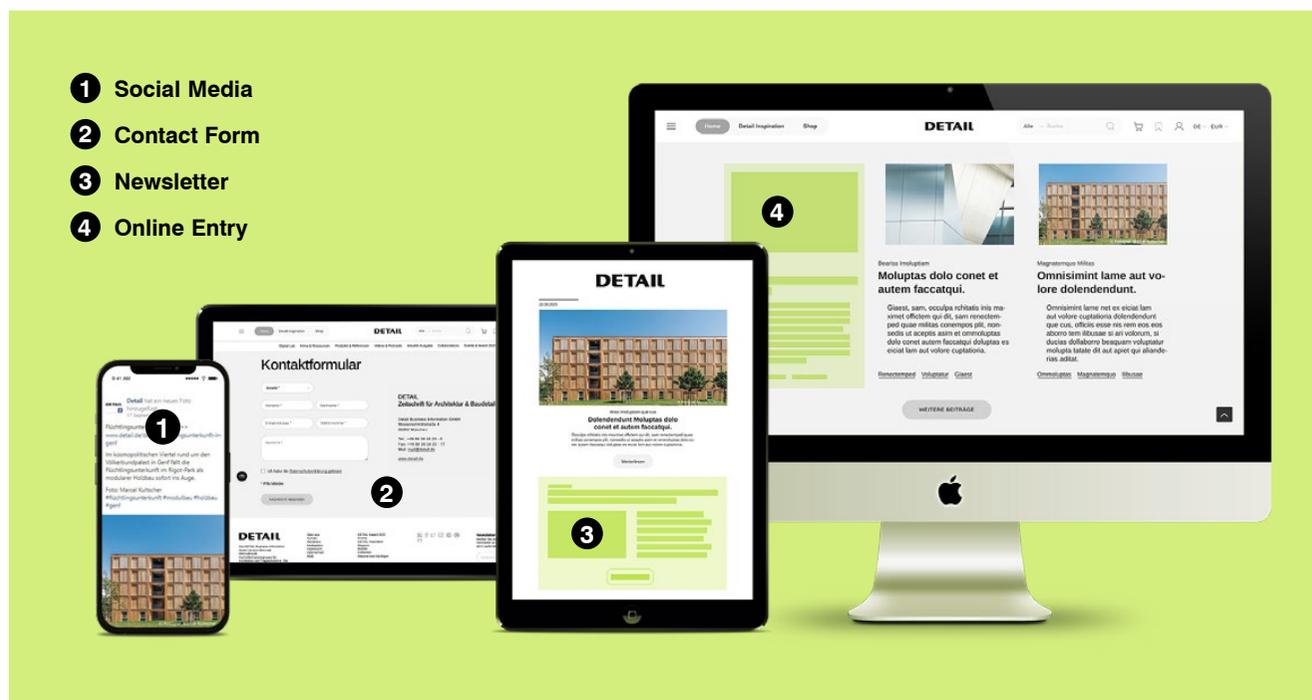
Online Advertorial Plus & Partner Page on detail.de

Interested in showcasing your content on an exclusive partner page on detail.de?

With our expanded package, you can present high-quality content to our users on a dedicated partner page. In addition to your articles from the Advertorial Plus Package, you have the option to include video content, an image gallery, and a contact form for lead generation.

Package Price

12,460 €¹ instead of: 14,950€



¹ Special ad format: not eligible for discount, but eligible for agency commission.

² IVW-Online: 08.2024–07.2025 | ³ Mailchimp: 07.2024–07.2025 | ⁴ Social Media 31.12.2025

⁵ You provide the basic texts and images, and the DETAIL editorial team will revise them to resonate with your target audience. The ad will be marked as such. All listed prices are subject to VAT and include two rounds of revisions. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agg.



COMPANY PORTRAIT

With a company portrait on detail.de/en, you can present your company and your services to a highly qualified target group of specialists from the fields of architecture, planning and construction. Strengthen your image, increase trust in your brand and draw the attention of potential customers to your company in a targeted approach.

Take advantage of the reach and credibility of detail.de/en to make

Your advantages:

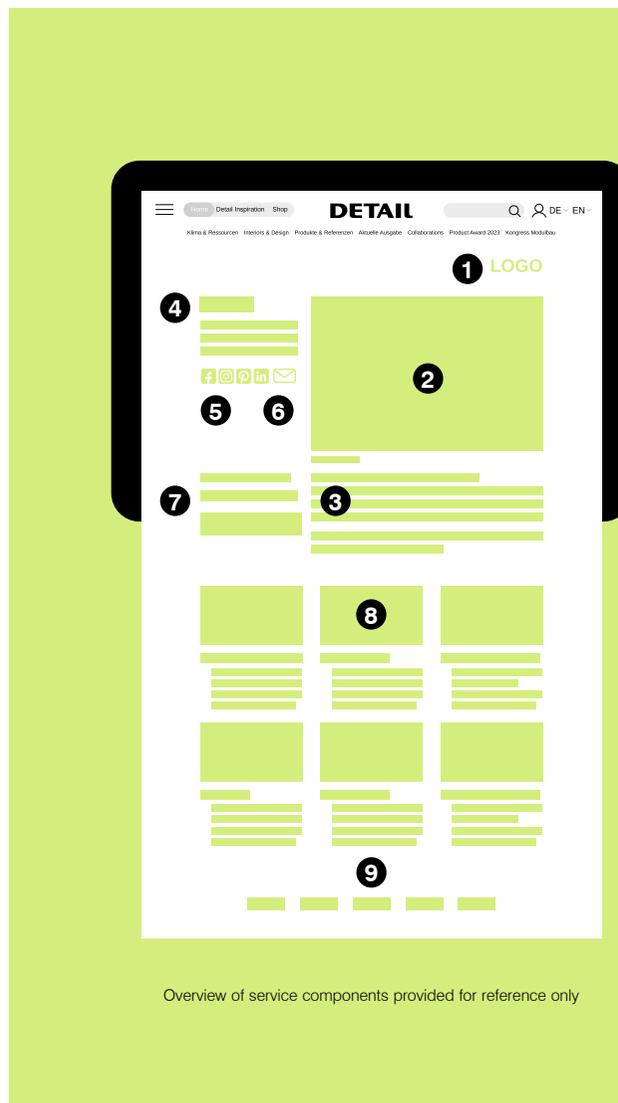
- Your own company listing on detail.de/en including contact, information and callback forms
- SEO Boost through dofollow links to your company website
- Integration of your social media channels for greater reach
- Up to 5 hashtags for keyword searches
- Cross-linking with other online formats (e.g. online advertorial, product + practice or event sponsorship)

Fixed Price

1,190 €¹ (monolingual DE or EN)

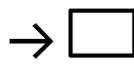
1,790 €¹ (bilingual DE + EN)

Duration: 12 months



DETAIL Specifications 'Company Portrait'

- 1 Company logo, max. 2 MB
- 2 One landscape image, 1,920 × 1,280 pixels incl. credits
- 3 Info text, max. 1,250 characters incl. spaces
- 4 Company address
Phone number
Email
Homepage link
- 5 Optional: Links to social media profiles
- 6 (General) recipient email address for contact form
- 7 Direct contact person or general info address:
name, phone number, fax, email, and optional image
- 8 Related articles/cross-links on detail.de/en (if available)
- 9 Max. 5 tags
(a selection of possible keywords will be provided)



Find the DETAIL company portraits here:
detail.de/de_en/Unternehmensportrait



DISPLAY AD FORMATS

DESKTOP detail.de/en

detail.de/en
3.44 M
 PI/MONTH²
736,000
 VISITS/MONTH²

Maximum visibility. Targeted communication. Measurable success.

Your advertisement will appear in direct context with high-quality editorial content on detail.de/en – where your target group seeks inspiration and knowledge on a daily basis.

Ad Format		Desktop Size (W×H)	Mobile Size (W×H)	CPM detail.de/en
1 Hero Billboard	prominent placement in the header area	1,600×412 px	—	150 €¹
2 Billboard 1	prominent placement in the header area	970×250 px	320×100 px	130 €¹
3 Custom Campaign	Maximum attention	1,920×1,280 px	—	180 €¹
4 Billboard 2		970×250 px	320×100 px	90 €¹
5 Half Page Ad		300×600 px	—	90 €¹
6 Skyscraper		300×160 px	—	90 €¹
7 Billboard 3		970×250 px	320×100 px	50 €¹

Specifications

Formats
GIF, JPG, PNG, HTML5

File size
max. 800 KB for all formats (detail.de)

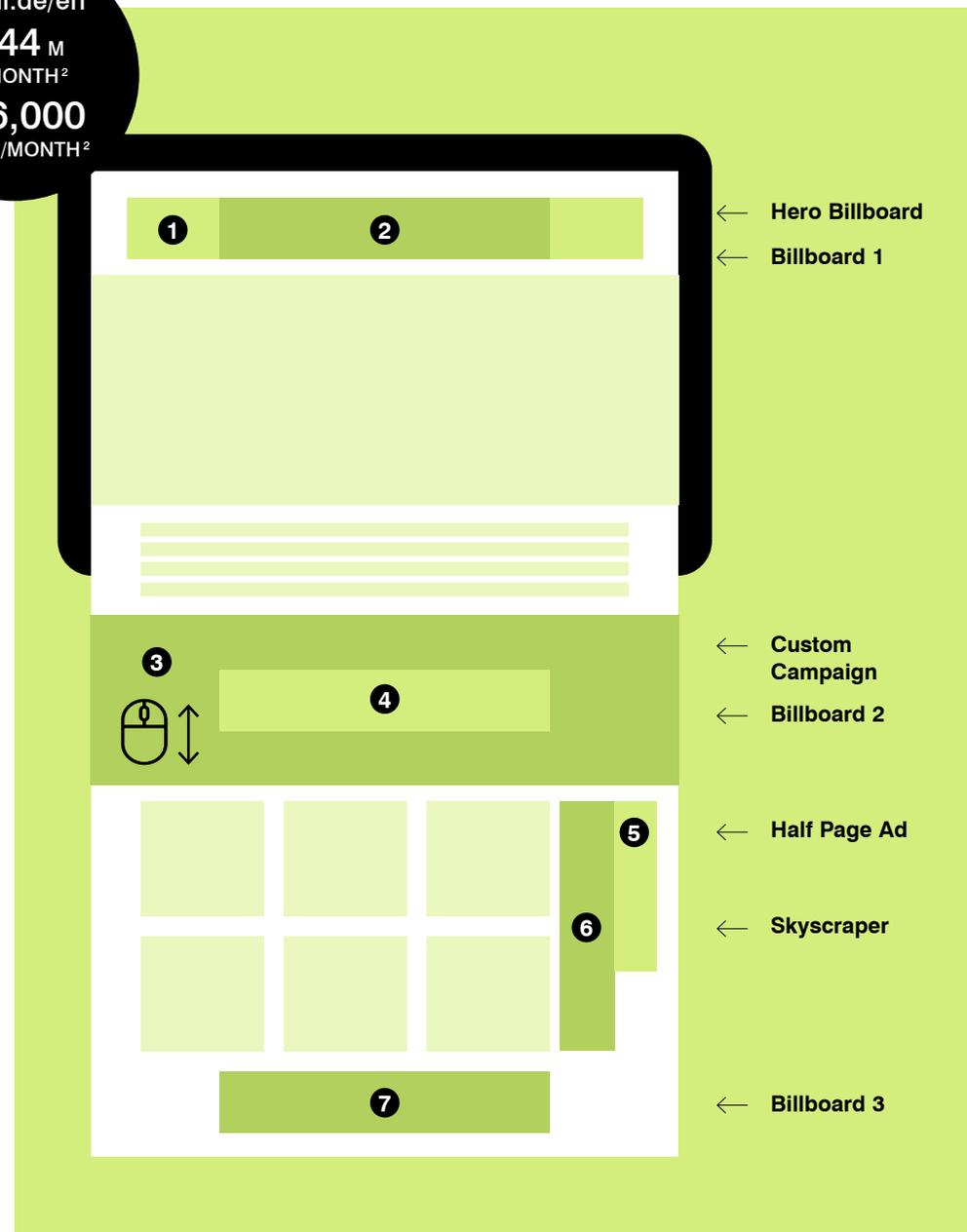
Ad delivery
7 days before campaign start

Physical Delivery
Delivered without 3rd-party cookies

Image: GIF, JPG, PNG

HTML5: ZIP file with complete HTML content (may include optional CSS, JS, GIF, JPG, JPEG, PNG, SVG)

Animated GIF: Max. length 30 seconds; animations may loop but must stop after 30 seconds. Animated GIF ads must run at 5 FPS or slower.



¹ Eligible for discount and for agency commission.

² IVW Online: 08.2024–07.2025

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at www.detail.de/de_en/agnb.



DISPLAY AD FORMATS

MOBILE detail.de/en

Sichern Sie sich maximale Reichweite auf detail.de/en auch mobil.

detail.de/en
3.44 M
 PI/MONTH²
736,000
 VISITS/MONTH²

Ad Format		Mobile Size (W x H)	CPM detail.de/en
1 Billboard 1	prominent placement in the header area	320 x 100 px	55 €¹
2 Medium Rectangle		300 x 250 px	70 €¹
3 Premium Rectangle		320 x 412 px	90 €¹

Specifications

Formats
 GIF, JPG, PNG, HTML5

File size
 max. 800 KB for all formats (detail.de)

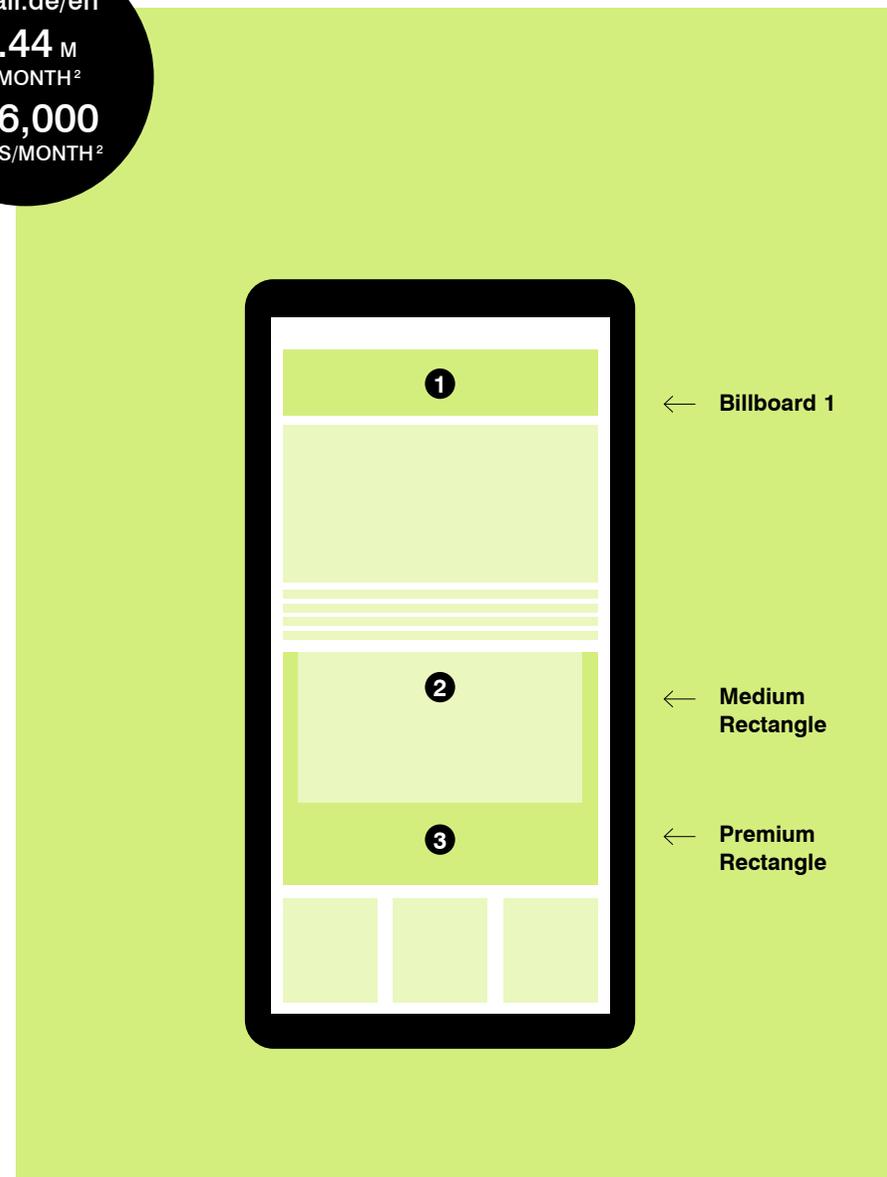
Ad delivery
 7 days before campaign start

Physical Delivery
 Delivered without 3rd-party cookies

Image: GIF, JPG, PNG

HTML5: ZIP file with complete HTML content (may include optional CSS, JS, GIF, JPG, JPEG, PNG, SVG)

Animated GIF: Max. length 30 seconds; animations may loop but must stop after 30 seconds. Animated GIF ads must run at 5 FPS or slower.

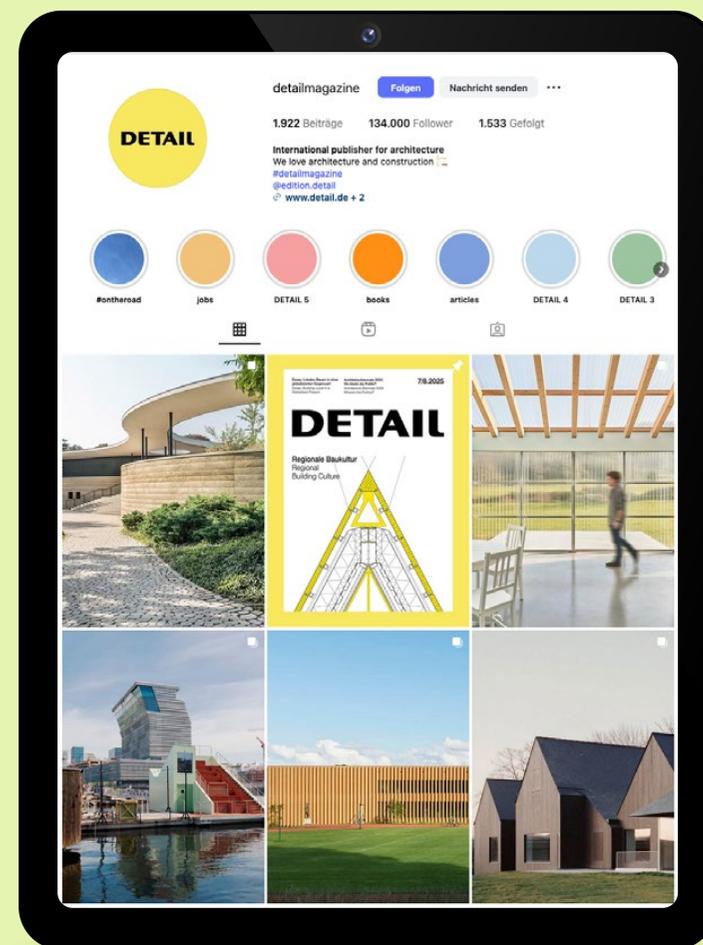




DETAIL SOCIAL MEDIA

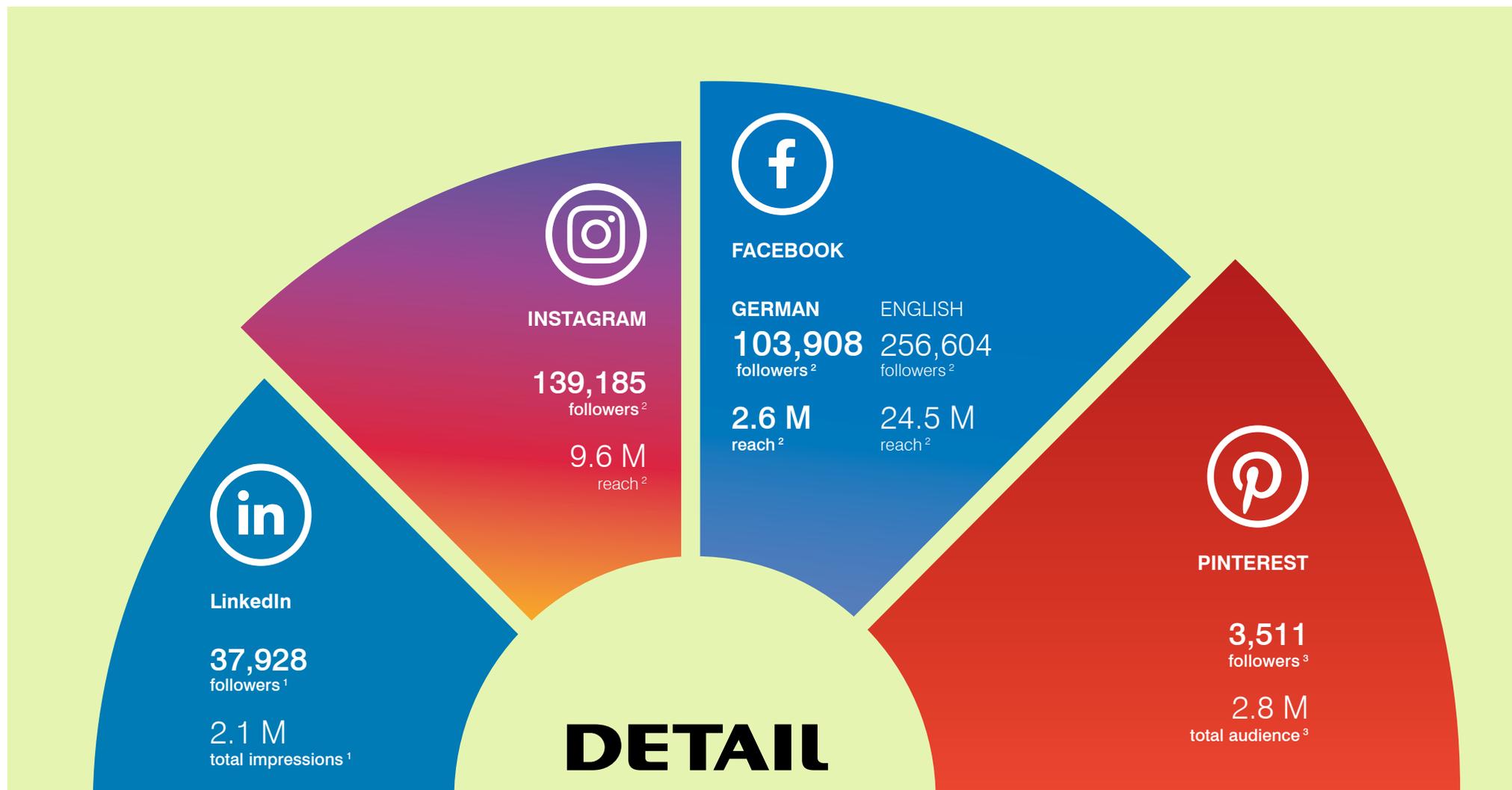
Maximum visibility,
direct targeting of your audience,
measurable impact

Social Media	16
Facts & Figures	17
Maximum Reach for your Content	18 – 19
Event Promotion	20





SOCIAL MEDIA





FACTS & FIGURES

DETAIL reaches architects, planners and civil engineers across its social media channels – precisely the decision-makers in the construction and design sector.

- Your content will be displayed alongside high-quality architectural content, which will further enhance your message.
- Architecture is a visual subject – perfectly suited for image-rich posts that generate likes, shares and comments.
- Your products, references or events will be directly linked to landing pages, advertorials or company portraits on detail.de/en.
- The result is a seamless transition from **social media** → **website** → **lead**
- The DETAIL editorial team creates or optimises your content editorially.
- You benefit from tailor-made campaigns with appropriate imagery, texts and optimal placement.



Followers: 139,185¹

Reach: 27,715,908¹

Target group:
young architects and young people interested in architecture

USP:
high reach,
choice between post and story



Followers DE: 103,908¹
Followers EN: 256,604¹

Reach DE: 3,265,761¹
Reach EN: 47,21,649¹

Target group:
architects and architectural enthusiasts

USP:
high reach and direct contact with the target group



Followers: 37,928²

Reach: 754,107²

Target group:
professionals from the fields of architecture, planning and construction

USP:
B2B target group,
high engagement rate



Followers: 3,511³

Reach: 2,800,000³
(Total Audience)

Target group:
architecture enthusiasts & creative professionals with a focus on architecture and interior design

USP:
highly visual, therefore suitable for high-quality projects, especially interior photography



MAXIMUM REACH FOR YOUR CONTENT

ORGANIC & PAID PERFECTLY COMBINED

Benefit from our complete solution: Your content will be organically distributed via DETAIL's social media channels and simultaneously amplified through targeted paid boosts. This not only allows you to reach your existing community, but also guarantees access to relevant target groups – including architects, planners and civil engineers in your desired countries and regions.

- Greater visibility in the high-quality environment of architecture content
- Effective targeting of decision-makers in the construction and design sector

Our complete packages offer you the perfect mix of organic impact and paid reach – for campaigns that work.

	DACH* german language	EUROPE** without DACH english language	Rest of World*** without DACH and Europe english language
 Facebook 2 x carousel posts incl. paid booster	 Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 740 € ¹ Price: 2,740 €	 Total reach: 54,000 Total frequency: 6 Total impressions: 162,000 Organic post: 2,000 € Paid booster: 1,900 € ¹ Price: 3,900 €	 Total reach: 34,000 Total frequency: 6 Total impressions: 102,000 Organic post: 2,000 € Paid booster: 1,200 € ¹ Price: 3,200 €
 Instagram 2 x carousel posts incl. paid booster	 Total reach: 17,000 Total frequency: 6 Total impressions: 51,000 Organic post: 2,000 € Paid booster: 780 € ¹ Price: 2,780 €	 Total reach: 38,000 Total frequency: 6 Total impressions: 114,000 Organic post: 2,000 € Paid booster: 1,500 € ¹ Price: 3,500 €	 Total reach: 20,000 Total frequency: 6 Total impressions: 60,000 Organic post: 2,000 € Paid booster: 1,060 € ¹ Price: 3,060 €
 LinkedIn 2 x carousel posts incl. paid booster	 Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 Organic post: 2,000 € Paid booster: 2,600 € ¹ Price: 4,600 €	 Total reach: 7,000 Total frequency: 6 Total impressions: 21,000 Organic post: 2,000 € Paid booster: 1,600 € ¹ Price: 3,600 €	 Total reach: 3,400 Total frequency: 6 Total impressions: 10,200 Organic post: 2,000 € Paid booster: 1,000 € ¹ Price: 3,000 €
	<small>* Germany, Austria, Switzerland</small>	<small>** Belgium, Bulgaria, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Croatia, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Sweden, Slovenia, Slovakia, Estonia, Latvia, Lithuania, Turkey</small>	<small>*** United Arab Emirates, Australia, Canada, Hong Kong, Japan, South Korea, Kuwait, Mexico, New Zealand, Qatar, Saudi Arabia, Singapore, Taiwan, USA, South Africa, Chile, Brazil, China</small>

¹ Paid Boost: not eligible for discount or agency commission | Organic Post: eligible for discount and for agency commission

² Reach: Number of unique individuals who saw the advertisement

³ Frequency: Average number of times the advertisement was displayed per person

⁴ Impressions: Total number of times the advertisement was displayed, including multiple views

All listed prices are subject to VAT. The publisher's current terms and conditions apply, available at www.detail.de/de_en/agb.



MAXIMUM REACH FOR YOUR CONTENT

ORGANIC & PAID PERFECTLY COMBINED

Meta package Facebook & Instagram

Starter pack for a solid basic reach on the most important social media platforms

- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster

Premium Visibility META + LinkedIn

Starter pack for a solid basic reach on the most important social media platforms

- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster
- 1 x carousel post incl. paid booster

DACH* german language

Total reach: 15,500
Total frequency: 6
Total impressions: 46,500

	f	@
Reach:	7,000	8,500
Frequency:	3	3
Impressions:	21,000	25,500

Organic post: 2,000 €
Paid booster: 760 €¹

Price: 2,760 €

Total reach: 22,500
Total frequency: 9
Total impressions: 67,500

	f	@	in
Reach:	7,000	8,500	7,000
Frequency:	3	3	3
Impressions:	21,000	25,500	21,000

Organic post: 3,000 €
Paid booster: 2,060 €¹

Price: 5,060 €

* Germany, Austria, Switzerland

EUROPE** without DACH english language

Total reach: 46,000
Total frequency: 6
Total impressions: 138,000

	f	@
Reach:	27,000	19,000
Frequency:	3	3
Impressions:	81,000	57,000

Organic post: 2,000 €
Paid booster: 1,700 €¹

Price: 3,700 €

Total reach: 49,500
Total frequency: 9
Total impressions: 148,500

	f	@	in
Reach:	27,000	19,000	3,500
Frequency:	3	3	3
Impressions:	81,000	57,000	10,500

Organic post: 3,000 €
Paid booster: 2,500 €¹

Price: 5,500 €

** Belgium, Bulgaria, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Croatia, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Sweden, Slovenia, Slovakia, Estonia, Latvia, Lithuania, Turkey

Rest of World*** without DACH and Europe english language

Total reach: 35,000
Total frequency: 6
Total impressions: 105,000

	f	@
Reach:	17,000	10,000
Frequency:	3	3
Impressions:	51,000	30,000

Organic post: 2,000 €
Paid booster: 1,130 €¹

Price: 3,130 €

Total reach: 28,700
Total frequency: 9
Total impressions: 86,100

	f	@	in
Reach:	17,000	10,000	1,700
Frequency:	3	3	3
Impressions:	51,000	30,000	5,100

Organic post: 3,000 €
Paid booster: 1,630 €¹

Price: 4,630 €

*** United Arab Emirates, Australia, Canada, Hong Kong, Japan, South Korea, Kuwait, Mexico, New Zealand, Qatar, Saudi Arabia, Singapore, Taiwan, USA, South Africa, Chile, Brazil, China



EVENT PROMOTION

More visibility for your event – on multiple channels simultaneously

Your event will appear on two platforms simultaneously: organically via our channels and specifically via paid social media to the relevant DETAIL community – including architects, planners and civil engineers in your desired countries and regions.

In addition, you can advertise your event in the DETAIL newsletter and on detail.de/en under ‘Events’. This allows you to reach your target group via multiple touchpoints simultaneously.

	DACH* german language	EUROPE** without DACH english language	Rest of World*** without DACH and Europe english language																																				
BASIC	Total reach: 14,000 Total frequency: 6 Total impressions: 42,000 (f) (in) <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>7,000</td> <td>7,000</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>21,000</td> <td>21,000</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,670 € Price: 3,370 €¹		f	in	Reach:	7,000	7,000	Frequency:	3	3	Impressions:	21,000	21,000	Total reach: 30,500 Total frequency: 6 Total impressions: 91,500 (f) (in) <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>27,000</td> <td>3,500</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>81,000</td> <td>10,500</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,750 € ¹ Price: 3,450 €		f	in	Reach:	27,000	3,500	Frequency:	3	3	Impressions:	81,000	10,500	Total reach: 18,700 Total frequency: 6 Total impressions: 56,100 (f) (in) <table border="1"> <thead> <tr> <th></th> <th>f</th> <th>in</th> </tr> </thead> <tbody> <tr> <td>Reach:</td> <td>17,000</td> <td>1,700</td> </tr> <tr> <td>Frequency:</td> <td>3</td> <td>3</td> </tr> <tr> <td>Impressions:</td> <td>51,000</td> <td>5,100</td> </tr> </tbody> </table> Organic post: 1,700 € Paid booster: 1,100 € ¹ Price: 2,800 €		f	in	Reach:	17,000	1,700	Frequency:	3	3	Impressions:	51,000	5,100
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Reach:	7,000	7,000																																					
Frequency:	3	3																																					
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Reach:	17,000	1,700																																					
Frequency:	3	3																																					
Impressions:	51,000	5,100																																					
PLUS	Organic post: 1,700 € Paid booster: 1,670 € Newsletter and event listing on detail.de/en: 1,290 € Price: 4,660 €¹	Organic post: 1,700 € Paid booster: 1,750 € Newsletter and event listing on detail.de/en: 1,290 € Price: 4,740 €¹	Organic post: 1,700 € Paid booster: 1,100 € Newsletter and event listing on detail.de/en: 1,290 € Price: 4,090 €¹																																				
	* Germany, Austria, Switzerland	** Belgium, Bulgaria, Czech Republic, Denmark, Spain, Finland, France, United Kingdom, Greece, Croatia, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Serbia, Sweden, Slovenia, Slovakia, Estonia, Latvia, Lithuania, Turkey	*** United Arab Emirates, Australia, Canada, Hong Kong, Japan, South Korea, Kuwait, Mexico, New Zealand, Qatar, Saudi Arabia, Singapore, Taiwan, USA, South Africa, Chile, Brazil, China																																				



YOUR CONTACT TEAM

SALES



Margit Färber

Director Sales & Event,
Member of the Executive Board

Asia, Pacific,
South America

+49 89 381620-836
faerber@detail.de



Janette Mirkovic

Deputy head of advertising

International
North Rhine-Westphalia

+49 89 381620-825
mirkovic@detail.de



Michael Fuhrmann

Baden-Württemberg,
Berlin, Brandenburg, Mecklenburg,
Western Pomerania, Thuringia,
Saxony, Saxony-Anhalt,
Lower Saxony, Hesse,
Rhineland-Palatinate, Saarland,
Schleswig-Holstein,
Hamburg, Bremen,
Switzerland, Liechtenstein

Fuhrmann Medienservice
Waiblinger Straße 6, 71404 Korb

+49 7151 20554-0
michael@fuhrmann-medienservice.de



Juliane Schneider

Great Britain, Italy, Ireland,
Netherlands, Denmark,
Norway, Sweden, Finland,
Estonia, Latvia, Lithuania,
Poland, Canada, USA

+49 7582 934-8282
schneider@detail.de



Corinna Fischer

Junior Sales Manager

Czech Republic, Slovakia, Hungary,
Romania, Bulgaria, Slovenia,
Croatia, Bosnia-Herzegovina,
Serbia, Montenegro, Albania,
Kosovo, North Macedonia, Cyprus,
Greece, Turkey, UAE, CIS

+49 89 381620-424
fischer@detail.de



Peter Schachtl

Bavaria, Austria

Peter Schachtl Medienservice
Am Point 10
83075 Bad Feilnbach

+49 8064 905975
medienservice@schachtl.de



Hélène Loubeau

Spain, Portugal, France,
Belgium, Luxembourg

+49 69 310 999-44
loubeau@detail.de



Elisabeth Plomitzer-Kanzler

Disposition

+49 89 381620-879
plomitzer-kanzler@detail.de



Anke Thaler

Disposition

+49 89 381620-868
thaler@detail.de

DETAIL Architecture GmbH
Messerschmittstraße 4
80992 München
disposition@detail.de
Fax: +49 89 381620-899